

**VisitNorman**  
**BOARD OF DIRECTORS MEETING AGENDA**  
**Wednesday, April 20, 2022**  
**VisitNorman office (424 W. Main St.), 11:30 a.m.**

**Agenda Items:**

- i. Minutes – Amish Zaver
- ii. Finance Report (March) – Scott Kovalick
- iii. Semi-Annual Report – Amish Zaver
- iv. Annual Luncheon and Workshop – Dan Schemm
- iii. Directors Report
  - Audit
  - Budget update
  - EIDL
  - FY'23 board
  - Lake Thunderbird Master Plan
  - Sports Commission/TMD
  - Threshold360/datafy
  - Downtown BID

**Reports:**

Sales  
Communications  
Videography

**Next Meeting Date:**

April 20, 2022

**VisitNorman updates**

Norman and OU will be hosting several large groups in the coming weeks. These include:

April 23: OU Football Spring Game & Heisman Statue Unveiling  
April 28–30: Norman Music Festival

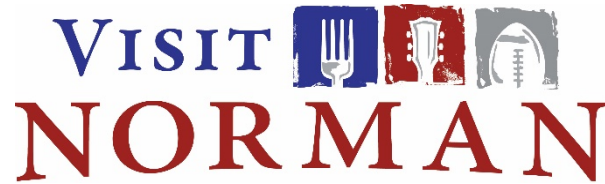
**2022 Annual Event schedule**

April 28–30: Norman Music Festival  
May 6–8: Norman Pride Weekend  
June 16–18: Jazz in June

**2022 OU Football home schedule**

Sept. 3: OU vs. UTEP  
Sept. 10: OU vs. Kent State  
Sept. 24: OU vs. Kansas State  
Oct. 15: OU vs. Kansas  
Nov. 5: OU vs. Baylor  
Nov. 19: Bedlam OU vs. OSU

*\*The full events calendar is available at [VisitNorman.com/Events](https://www.visitnorman.com/Events) or Download the free VisitNorman app.*



**Board of Directors Meeting**  
Wednesday, March 23, 2022  
Commerce Building

**Board Attendance**

- (P) Amish Zaver, Comfort Inn, Chair
- (A) Kyle Allison, Andy Alligators, Past Chair
- (A) James Howard, Baked Bear, Vice Chair
- (P) Scott Kovalick, Embassy Suites Hotel and Conference Center, Treasurer
- (P) Caitlin Fornier, OU Athletics Community Relations
- (P) Steve Gillis, Norman Youth Soccer Association
- (A) Angelia Green, The Chickasaw Nation
- (A) Helen Green, OU Public Affairs
- (P) Lee Hall, City Council
- (P) Jerry M. Hatter, Balfour of Norman
- (A) Mandy Haws, Sooner Bowling
- (P) Carol Dillingham, private attorney
- (A) Brenda Hall, City of Norman
- (A) Wes Moody, Norman Public Schools
- (A) Scott Martin, Chamber of Commerce
- (A) Amy Million, Norman Arts Council
- (A) Amber Beutler, NCED Hotel and Conference Center
- (A) Lawrence McKinney, Norman Economic Development Coalition

**Call to order**

Zaver calls to order 11:42

**Minutes**

January minutes passed.

**Finance report**

Schemm presents finances: January finances final draft to be voted on next meeting. Cares act dollars going to marketing, personal spending, and new hire. Slight overbudget for marketing. January finances passed unanimously.

**FY 2023 Budget**

Schemm presents budget review for FY 2023. Double the luncheon from \$5k to \$10k. Cut down local events to \$3k. Digital Marketing cut down from \$30k-\$10k. Billboards cut to \$0. ITI calendar for events \$6,500 and \$7,500 for leisure shows. No change to memberships and subscriptions. Roughly \$10k to \$11k more on spending.

Vote to send budget: Angel motions and Kyle seconds. Voted passed.

EIDL, potential for another economic loan of \$150,000 discussed.

New website design to replace the app: Carol motioned Angel seconded.

**President's Report**

Schemm provided updates on continuing topics. Schemm discussed a quote from the Norman transcript about the arena. Quick talk of the potential turnpike through Norman and how it could affect Lake Thunderbird plan. Schemm shared that VisitNorman would look into different options from 360 and DataFy.

The county is also working out details with ADG for them to find grants to pay for a study and eventually present a master plan for Lake Thunderbird.

Schemm also shared that the Tourism Marketing District and resulting sports commission is in a holding pattern while waiting for either NCED or Embassy Suites to be able to sign the agreement. Contingencies are being considered.

He also mentioned that Factory Obscura recently made a presentation to Downtown stakeholders with details including that it would be the flagship location and much larger and grander than the OKC location. The group is in the fundraising stage currently.

**Staff Report**

Brown reported 30+ leads YTD for hundreds of hotel room.

Brickman presented the communication reports and metrics along with upcoming events.

Smith discussed media updates and the growing of reels.

The discussion ended at 1:06 p.m.

**NORMAN CONVENTION & VISITORS BUREAU**  
**STATEMENTS OF FINANCIAL POSITION**  
**MARCH 31, 2022 AND 2021**

**ASSETS**

	2022	2021
<b>CURRENT ASSETS</b>		
PETTY CASH	\$ 589.99	\$ 789.99
CASH IN BANK - REPUBLIC BANK	273,760.71	574,243.85
CASH IN BANK - BID FEE MONEY MARKET	94,531.14	94,320.91
CASH IN BANK - SBA LOAN	243,167.28	174,870.30
ACCOUNTS RECEIVABLE	600.00	4,000.00
EMPLOYEE ADVANCE	0.00	64.57
PREPAID EXPENSES	<u>10,415.12</u>	<u>3,610.81</u>
<b>TOTAL CURRENT ASSETS</b>	<u>623,064.24</u>	<u>851,900.43</u>
<b>PROPERTY AND EQUIPMENT</b>		
FURNITURE & FIXTURES	17,600.71	17,600.71
LEASEHOLD IMPROVEMENTS	6,130.00	6,130.00
MACHINERY & EQUIPMENT	2,705.25	2,705.25
VEHICLE	67,091.12	67,091.12
COMPUTER EQUIPMENT	11,372.48	11,372.48
LESS: ACCUMULATED DEPRECIATION	<u>(92,837.56)</u>	<u>(89,799.77)</u>
<b>NET PROPERTY AND EQUIPMENT</b>	<u>12,062.00</u>	<u>15,099.79</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 635,126.24</u></u>	<u><u>\$ 867,000.22</u></u>

**NORMAN CONVENTION & VISITORS BUREAU**  
**STATEMENTS OF FINANCIAL POSITION**  
**MARCH 31, 2022 AND 2021**

**LIABILITIES AND NET ASSETS**

**CURRENT LIABILITIES**

ACCOUNTS PAYABLE	\$	0.00	\$	4,015.41
DEFERRED REVENUE		53,200.00		0.00
ACCRUED INTEREST PAYABLE		7,639.71		3,514.73
COMPENSATED ABSENCES PAYABLE		17,322.72		13,996.52
UNITED WAY PAYABLE		127.32		0.00
PAYROLL TAXES PAYABLE		4,332.22		4,094.10

**TOTAL CURRENT LIABILITIES**

82,621.97	25,620.76
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**LONG-TERM LIABILITIES**

NP - SBA EIDL LOAN	150,000.00	150,000.00
NP - PPP LOAN	0.00	68,127.00

**TOTAL LONG-TERM LIABILITIES**

150,000.00	218,127.00
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**TOTAL LIABILITIES**

232,621.97	243,747.76
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**NET ASSETS**

WITHOUT DONOR RESTRICTION	601,552.85	230,627.42
CHANGE IN NET ASSETS	(199,048.58)	392,625.04

**TOTAL NET ASSETS**

402,504.27	623,252.46
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**TOTAL LIABILITIES AND NET ASSETS**

\$ 635,126.24	\$ 867,000.22
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**NORMAN CONVENTION & VISITORS BUREAU**  
**STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTION**  
**FOR THE ONE MONTH AND NINE MONTHS ENDED MARCH 31, 2022 AND 2021**

	ONE MONTH ENDED MARCH 31, 2022	ONE MONTH ENDED MARCH 31, 2021	NINE MONTHS ENDED MARCH 31, 2022	NINE MONTHS ENDED MARCH 31, 2021
<b>REVENUE</b>				
TRANSIENT GUEST TAX	\$ 52,600.00	\$ 70,833.34	\$ 473,400.00	\$ 425,000.07
MISCELLANEOUS/CARRYOVER	0.00	0.00	3.00	0.00
SPECIAL EVENTS	0.00	0.00	0.00	3,695.00
<b>TOTAL REVENUE</b>	<u>52,600.00</u>	<u>70,833.34</u>	<u>473,403.00</u>	<u>428,695.07</u>
<b>OPERATING EXPENSES</b>				
RESEARCH	0.00	0.00	21,840.00	8,750.00
CONSUMER ADVERTISING/MARKETING	16,016.41	1,670.00	209,667.47	62,074.10
TRADE SHOWS	0.00	0.00	377.31	1,375.00
SPECIAL EVENTS EXPENSE	6,000.00	242.00	12,689.81	2,528.94
PRINTED MATERIALS	0.00	0.00	2,617.54	0.00
POSTAGE	17.99	0.00	383.06	70.10
PUBLIC RELATIONS	261.00	9,150.42	13,287.72	29,909.85
GROUPS MARKETING	3,405.49	987.41	46,310.76	15,021.71
AFFILIATION / MEMBERSHIPS	144.00	810.90	9,409.00	13,905.42
RELATIONSHIP MARKETING	218.14	0.00	5,690.23	1,046.97
RETAIL CENTER	0.00	0.00	23.37	1.00
OPERATIONS / ADMINISTRATION	4,449.33	8,621.53	68,303.91	71,864.71
DEPRECIATION EXPENSE	253.15	568.30	2,278.36	5,114.83
PERSONNEL EXPENSES	32,722.69	27,329.15	356,081.26	282,560.36
<b>TOTAL OPERATING EXPENSES</b>	<u>63,488.20</u>	<u>49,379.71</u>	<u>748,959.80</u>	<u>494,222.99</u>
<b>OTHER REVENUES (EXPENSES)</b>				
ECONOMIC IMPACT SBA GRANT	0.00	0.00	10,000.00	0.00
MISCELLANEOUS INCOME	0.00	0.00	0.00	459,353.67
PPP LOAN FORGIVENESS	0.00	0.00	68,127.00	0.00
INTEREST INCOME	133.88	276.53	1,477.78	1,895.87
INTEREST EXPENSE	(350.34)	(350.35)	(3,096.56)	(3,096.58)
<b>NET OTHER REVENUES (EXPENSES)</b>	<u>(216.46)</u>	<u>(73.82)</u>	<u>76,508.22</u>	<u>458,152.96</u>
<b>CHANGE IN NET ASSETS</b>	<u>\$ (11,104.66)</u>	<u>\$ 21,379.81</u>	<u>\$ (199,048.58)</u>	<u>\$ 392,625.04</u>

**NORMAN CONVENTION & VISITORS BUREAU**  
**STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTION -**  
**ACTUAL AND BUDGET**  
**FOR THE ONE MONTH AND NINE MONTHS ENDED MARCH 31, 2022**

	ONE MONTH ENDED ACTUAL	ONE MONTH ENDED BUDGET	OVER/ (UNDER) BUDGET	NINE MONTHS ENDED ACTUAL	NINE MONTHS ENDED BUDGET	OVER/ (UNDER) BUDGET
<b>REVENUE</b>						
TRANSIENT GUEST TAX	\$ 52,600.00	\$ 79,804.67	\$ (27,204.67)	\$ 473,400.00	\$ 718,242.03	\$ (244,842.03)
MISCELLANEOUS/CARRYOVER	0.00	0.00	0.00	3.00	0.00	3.00
ADVERTISING	0.00	1,666.67	(1,666.67)	0.00	15,000.03	(15,000.03)
SPECIAL EVENTS	0.00	416.67	(416.67)	0.00	3,750.03	(3,750.03)
SALES	0.00	41.67	(41.67)	0.00	375.03	(375.03)
<b>TOTAL REVENUE</b>	<u>52,600.00</u>	<u>81,929.68</u>	<u>(29,329.68)</u>	<u>473,403.00</u>	<u>737,367.12</u>	<u>(263,964.12)</u>
<b>OPERATING EXPENSES</b>						
ACCOUNTING FEES	0.00	725.00	(725.00)	0.00	6,525.00	(6,525.00)
RESEARCH	0.00	104.17	(104.17)	21,840.00	937.53	20,902.47
CONSUMER	16,016.41	14,685.50	1,330.91	209,667.47	132,169.50	77,497.97
ADVERTISING/MARKETING						
TRADE SHOWS	0.00	13,525.00	(13,525.00)	377.31	121,725.00	(121,347.69)
CONVENTION SERVICES	0.00	750.00	(750.00)	0.00	6,750.00	(6,750.00)
SPECIAL EVENTS EXPENSE	6,000.00	625.00	5,375.00	12,689.81	5,625.00	7,064.81
PRINTED MATERIALS	0.00	250.00	(250.00)	2,617.54	2,250.00	367.54
POSTAGE	17.99	208.33	(190.34)	383.06	1,874.97	(1,491.91)
PUBLIC RELATIONS	261.00	1,785.00	(1,524.00)	13,287.72	16,065.00	(2,777.28)
GROUPS MARKETING	3,405.49	5,391.67	(1,986.18)	46,310.76	48,525.03	(2,214.27)
AFFILIATION / MEMBERSHIPS	144.00	847.92	(703.92)	9,409.00	7,631.28	1,777.72
RELATIONSHIP MARKETING	218.14	441.67	(223.53)	5,690.23	3,975.03	1,715.20
RETAIL CENTER	0.00	166.67	(166.67)	23.37	1,500.03	(1,476.66)
OPERATIONS / ADMINISTRATION	4,449.33	8,651.50	(4,202.17)	68,303.91	77,863.50	(9,559.59)
DEPRECIATION EXPENSE	253.15	253.15	0.00	2,278.36	2,278.35	0.01
PERSONNEL EXPENSES	32,722.69	32,346.49	376.20	356,081.26	291,118.41	64,962.85
IRA EXPENSE	0.00	864.21	(864.21)	0.00	7,777.89	(7,777.89)
<b>TOTAL OPERATING EXPENSES</b>	<u>63,488.20</u>	<u>81,621.28</u>	<u>(18,133.08)</u>	<u>748,959.80</u>	<u>734,591.52</u>	<u>14,368.28</u>
<b>CHANGE IN OPERATING NET ASSETS</b>	<u>(10,888.20)</u>	<u>308.40</u>	<u>(11,196.60)</u>	<u>(275,556.80)</u>	<u>2,775.60</u>	<u>(278,332.40)</u>
<b>OTHER REVENUE (EXPENSES)</b>						
ECONOMIC IMPACT SBA GRANT	0.00	0.00	0.00	10,000.00	0.00	10,000.00
PPP LOAN FORGIVNESS	0.00	0.00	0.00	68,127.00	0.00	68,127.00
INTEREST INCOME	133.88	0.00	133.88	1,477.78	0.00	1,477.78
INTEREST EXPENSE	(350.34)	0.00	(350.34)	(3,096.56)	0.00	(3,096.56)
<b>TOTAL OTHER REVENUE (EXPENSES)</b>	<u>(216.46)</u>	<u>0.00</u>	<u>(216.46)</u>	<u>76,508.22</u>	<u>0.00</u>	<u>76,508.22</u>
<b>CHANGE IN NET ASSETS</b>	<u>\$ (11,104.66)</u>	<u>\$ 308.40</u>	<u>\$ (11,413.06)</u>	<u>\$ (199,048.58)</u>	<u>\$ 2,775.60</u>	<u>\$ (201,824.18)</u>

**NORMAN CONVENTION & VISITORS BUREAU**  
**STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTION**  
**BY MONTH FOR 2022**

	07/31/21	08/31/21	09/30/21	10/31/21	11/30/21	12/31/21	01/31/22	02/28/22	03/31/22	04/30/22	05/31/22	06/30/22	Total
<b>REVENUE</b>													
TRANSIENT GUEST TAX	\$ 52,600.00	\$ 52,600.00	\$ 52,600.00	\$ 52,600.00	\$ 52,600.00	\$ 52,600.00	\$ 52,600.00	\$ 52,600.00	\$ 52,600.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 473,400.00
MISCELLANEOUS/CARRYOVER	0.00	3.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00
<b>TOTAL REVENUE</b>	<b>52,600.00</b>	<b>52,603.00</b>	<b>52,600.00</b>	<b>52,600.00</b>	<b>52,600.00</b>	<b>52,600.00</b>	<b>52,600.00</b>	<b>52,600.00</b>	<b>52,600.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>473,403.00</b>
<b>OPERATING EXPENSES</b>													
RESEARCH	4,368.00	4,368.00	0.00	8,736.00	(5,632.00)	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	21,840.00
CONSUMER	11,569.56	16,348.71	35,797.25	38,475.15	39,116.11	13,560.75	19,336.10	19,447.43	16,016.41	0.00	0.00	0.00	209,667.47
ADVERTISING/MARKETING													
TRADE SHOWS	(41.87)	0.00	0.00	419.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	377.31
SPECIAL EVENTS EXPENSE	0.00	696.32	2,500.00	229.68	0.00	3,263.81	0.00	0.00	6,000.00	0.00	0.00	0.00	12,689.81
PRINTED MATERIALS	0.00	0.00	15.77	275.77	461.96	0.00	0.00	1,864.04	0.00	0.00	0.00	0.00	2,617.54
POSTAGE	0.00	96.52	46.74	52.79	47.28	17.99	17.99	85.76	17.99	0.00	0.00	0.00	383.06
PUBLIC RELATIONS	(47.44)	711.19	427.00	9,296.00	464.16	554.00	1,426.81	195.00	261.00	0.00	0.00	0.00	13,287.72
GROUPS MARKETING	3,626.31	4,783.23	3,595.01	8,074.45	8,746.09	5,326.30	6,914.46	1,839.42	3,405.49	0.00	0.00	0.00	46,310.76
AFFILIATION / MEMBERSHIPS	1,290.00	590.00	5,975.00	165.00	615.00	385.00	0.00	245.00	144.00	0.00	0.00	0.00	9,409.00
RELATIONSHIP MARKETING	275.75	538.48	207.62	2,983.44	284.79	841.29	291.39	49.33	218.14	0.00	0.00	0.00	5,690.23
RETAIL CENTER	0.00	0.00	0.00	0.00	0.00	23.37	0.00	0.00	0.00	0.00	0.00	0.00	23.37
OPERATIONS / ADMINISTRATION	5,868.42	9,430.07	6,699.41	19,150.72	7,654.68	5,133.72	5,292.62	4,624.94	4,449.33	0.00	0.00	0.00	68,303.91
DEPRECIATION EXPENSE	253.15	253.18	253.13	253.11	253.19	253.16	253.12	253.17	253.15	0.00	0.00	0.00	2,278.36
PERSONNEL EXPENSES	95,136.94	25,743.56	27,471.16	34,699.82	32,384.57	32,328.07	37,072.43	38,522.02	32,722.69	0.00	0.00	0.00	356,081.26
<b>TOTAL OPERATING EXPENSES</b>	<b>122,298.82</b>	<b>63,559.26</b>	<b>82,988.09</b>	<b>122,811.11</b>	<b>84,395.83</b>	<b>71,687.46</b>	<b>70,604.92</b>	<b>67,126.11</b>	<b>63,488.20</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>748,959.80</b>
<b>CHANGE IN OPERATING NET ASSETS</b>	<b>(69,698.82)</b>	<b>(10,956.26)</b>	<b>(30,388.09)</b>	<b>(70,211.11)</b>	<b>(31,795.83)</b>	<b>(19,087.46)</b>	<b>(18,004.92)</b>	<b>(14,526.11)</b>	<b>(10,888.20)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(275,556.80)</b>
<b>OTHER REVENUE (EXPENSES)</b>													
ECONOMIC IMPACT SBA GRANT	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
PPP LOAN FORGIVNESS	0.00	0.00	0.00	0.00	0.00	0.00	68,127.00	0.00	0.00	0.00	0.00	0.00	68,127.00
INTEREST INCOME	215.33	201.50	187.93	172.72	149.12	153.44	142.31	121.55	133.88	0.00	0.00	0.00	1,477.78
INTEREST EXPENSE	(350.34)	(350.34)	(339.04)	(350.34)	(339.04)	(350.34)	(350.34)	(316.44)	(350.34)	0.00	0.00	0.00	(3,096.56)
<b>TOTAL OTHER REVENUE (EXPENSES)</b>	<b>(135.01)</b>	<b>(148.84)</b>	<b>(151.11)</b>	<b>(177.62)</b>	<b>(189.92)</b>	<b>9,803.10</b>	<b>67,918.97</b>	<b>(194.89)</b>	<b>(216.46)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>76,508.22</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ (69,833.83)</b>	<b>\$ (11,105.10)</b>	<b>\$ (30,539.20)</b>	<b>\$ (70,388.73)</b>	<b>\$ (31,985.75)</b>	<b>\$ (9,284.36)</b>	<b>\$ 49,914.05</b>	<b>\$ (14,721.00)</b>	<b>\$ (11,104.66)</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ (199,048.58)</b>



# VISIT NORMAN

FISCAL YEAR 2022

## SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2021

### Fiscal Year 2022 VisitNorman Executive Board

Chair: Amish Zaver  
Vice Chair: James Howard  
Treasurer: Scott Kovalick  
Past Chair: Kyle Allison

### Fiscal Year 2022 VisitNorman Board of Directors

Amber Beutler	Emily Chancellor
Carol Dillingham	Caitlin Fournier
Steve Gillis	Angel Green
Helen Green	Jerry Hatter
Mandy Haws	Amy Million
Wes Moody	

### Fiscal Year 2022 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman  
Lee Hall, Norman City Council Member  
Lawrence McKinney, Norman Economic Development Coalition  
Scott Martin, Norman Chamber of Commerce



### Fiscal Year 2022 VisitNorman Staff

Dan Schemm  
Executive Director

Trent Brown  
Sales Manager & videographer

Taylor Mauldin Wagner  
Sales & Special Event Manager

Stefanie Brickman  
Communications Manager

Ryan Smith  
Digital Media Coordinator

The VisitNorman Fiscal Year 2022 Semi-Annual Report details the time period of July 1 through Dec. 31, 2021.

What a difference a year makes! At the midpoint of Fiscal Year 2021, we reported significant decreases across our Key Performance Indicators. However in this report, we are able to share increases.

Significant (more than 50 percent) increases include:

- Potential room nights
- Marketing impressions
- Advertising equivalency
- Unique visits to VisitNorman.com
- User sessions to VisitNorman.com
- Page views on VisitNorman.com

Both the occupancy rate and the average daily rate increased by 34 and 29 percent respectively.

The staff addition of our digital media coordinator has spiked both our YouTube and Instagram impressions; the Instagram impressions tripled and the YouTube views jumped nearly tenfold.

Dan Schemm  
VisitNorman Executive Director

# VISIT NORMAN

FISCAL YEAR 2022

## SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2021

	Six months ending Fiscal Year 2018	Six months ending Fiscal Year 2019	Six months ending Fiscal Year 2020	Six months ending Fiscal Year 2021	Six months ending Fiscal Year 2022
<b><u>Leisure Travel Advertisement &amp; Communication</u></b>					
Number of programs	284	207	118	114	171
Number of gross impressions	9,425,607	11,256,328	10,248,056	10,722,971	19,693,769
Visitor Guides distributed	10,587	10,205	9,419	3,000	3,282
Unique visits to VisitNorman.com	42,195	51,541	80,422	45,634	89,793
<b><u>Leisure Travel Media Relations</u></b>					
Media Placements	301	310	331	137	162
Number of impressions	219 million	116 million	154.9 million	13.63 million	205 million
Advertising equivalency	\$168,530.00	\$1,160,658.94	\$1,178,499.40	\$210,784.39 <sup>1</sup>	\$313,947.11
<b><u>Convention/Sports Performance Measures</u></b>					
Number of Qualified Leads	38	40	56	13	17
Number of potential room nights	19,641	24,012	20,219	2,182	3,947
Number of bookings	7	11	13	0	1
Booked room nights	7,796	5,236	9,934	0	2,400
Number of groups serviced	21	11	17	2	5
<b><u>Visitor Volume Measures</u></b>					
Bureau expenditures	\$435,534.22	\$500,330.01	\$499,975.65	\$493,710.74	\$547,740.57
Occupancy of hotels, motels & B&Bs	55.06%	60.40%	58.98%	41.58% <sup>2</sup>	55.57%
Average daily rate	\$88.02	\$82.23	\$88.79	\$75.84	\$97.78
Transient Guest Tax collection	\$1,000,402.54	\$921,181.00	\$958,310.79	\$521,895.00	tba
Sales tax collection	\$36,198,081.06	\$27,983,134.00	\$31,445,872.64	\$39,862,202.00	tba

<sup>1</sup> Certified Audit reflects annual increase in impressions for media outlets

<sup>2</sup> Number of properties included in the report did not remain constant in FY21 for an exact equal comparison

### FY22 SEMI-ANNUAL REPORT BY THE NUMBERS

**\$253 million**  
Travel spending in Norman

**\$9.2 million**  
Local tax revenue from tourism

**3,900**  
Tourism Industry Employees in Norman

SOURCE: DEAN & RUNYON ASSOCIATES FOR OKLAHOMA TRAVEL AND RECREATION  
DEPARTMENT, JAN. 2020 REPORT (BY HOUSE DISTRICTS 44, 45 & 46)



#### KEY PERFORMANCE INDICATOR INCREASES

Increase in the number of estimated lead nights sent to partners

**80.8%**

Increase in the amount of Qualified Leads sent to partners

**30.7%**

Increase in the average daily rate

**28.9%**

**83%**

Increase in marketing impressions

**49%**

Increase in advertising equivalency



**FY 2022 Sales Report  
April 20, 2022**

**Leads Sent YTD:** 39 leads for a total of 12,207 potential room nights

**Leads Booked YTD:** 13 leads for a total of 10,658 room nights

- University of Arkansas State Women's Basketball (Nov 2021)
- University of Florida Men's Basketball (Nov. 2021)
- OkiCon (New Year's 2021/2022)
- Kappa Alpha Psi – Statewide Founders Day (January 2022)
- Oklahoma Veterinary Medical Association OKVC (January 2022)
- Oklahoma Secondary School Activities Association (March 2022)
- PEO – Oklahoma State Chapter Conference (May 2022)
- Perfect Game – Softball Challenge OKC (June 2022)
- Oklahoma D.A.R.E. Training (June 2022)
- City Management Association of Oklahoma (July 2022)
- American Amateur Baseball Congress (July 2022)
- Great Dane Club of America National Specialty (Oct 2022)
- National Beep Baseball Association (July 2023)

**Additional groups serviced (March/April):**

- Oklahoma Code Enforcement Association
- OU Gymnastics
- OU Tennis

**Other Activity:**

- Met with Councilmember Peacock to discuss festival/conference opportunities
- Collaborating with OU Max Westheimer Airport on mural project for terminal building
- Production of video content for Norman NEXT
- Continued participation in: OSAE, SGMP, Jazz in June, the Norman Chamber Aviation Committee, Norman NEXT and Big Brothers Big Sisters



## **Communications April 2022 report**

### **Major March activities:**

- Finished the VisitNorman board chair photo project
- Helped present Commerce building open reception
- Selected final photos for staff photography project
- Continued coordinating Viewpoint project with executive producer
- Drafted Semi-Annual Report for city council
- Met with Norman PR practitioners' monthly meeting
- Attended Norman Music Festival board & weekly lead-in event meeting
- Continued publicity for Norman events to the regional media
- Continued weekly board update emails

### **March 2022 measurements:**

- 33 press mentions for events (20 in March 2021)
- Ad equivalency of \$158,234.28 (\$2,084.42 in March 2021)
- 3,976,550 impressions (859,774 in March 2021)



## Overview

27,384 ▲65%

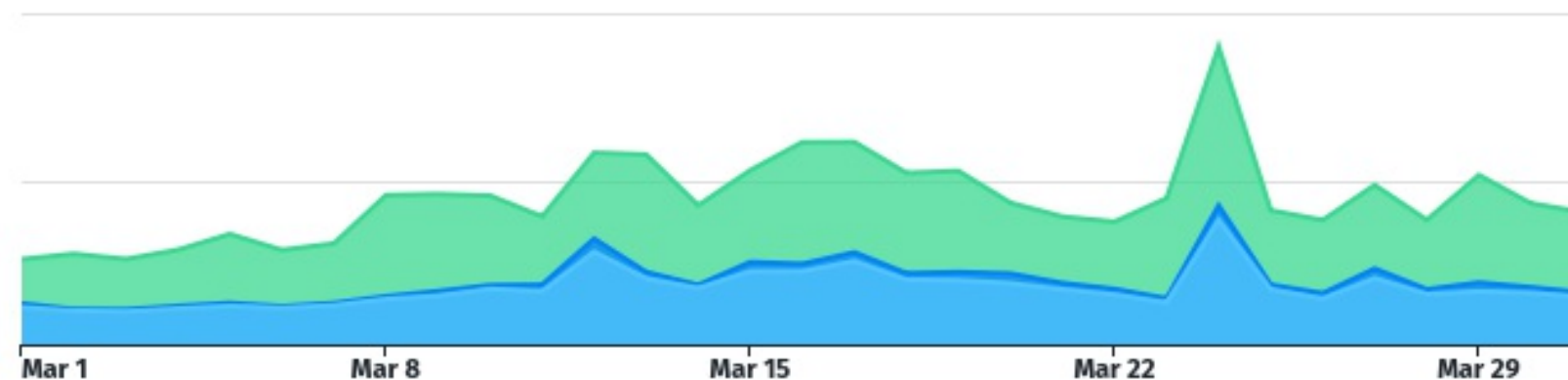
● PAGEVIEWS

11,632 ▲17%

● SESSIONS

9,828 ▲65%

● USERS



## Social Media Referrals

SOCIAL NETWORK	SESSIONS
1. Facebook	104 ▼32%
2. Blogger	1
3. Instagram	1
4. Instagram Stories	1

## Referral sites

REFERRAL	SESSIONS
1. m.facebook.com	77 ▼35%
2. ou.edu	69 ▲21%
3. eastads.simpli.fi	52 ▼9%
4. travelok.com	24 ▼56%
5. facebook.com	17 ▲143%
6. law.ou.edu	16 ▲60%
7. ads.simpli.fi	13 ▼55%
8. bulldognationals.org	13 ▲225%

## Top viewed pages

PAGE	PAGEVIEWS
1. /	5,304 ▲317%
2. /places-to-go	1,622 ▲644%
3. /events/	1,436 ▲141%
4. /eat/	798 ▲207%
5. /places-to-go/p2?p=places-to-go	536 ▲738%
6. /blog/top-things-to-do-while-in-norman-okla	532 ▲41%
7. /places-to-go?venue_type=arts-culture	513 ▲44%
8. /blog/st-patricks-day-in-norman	404
9. /eat/p2?p=eat/	363 ▲317%
10. /places-to-go/p3?p=places-to-go	338 ▲651%
11. /events/p2?p=events/	318 ▲189%
12. /stay/	300 ▲66%
13. /eat/volcano-sushi-bar	283 ▲33%
14. /events/oconnells-53rd-annual-st-patricks-day-ce...	250
15. /places-to-go/p4?p=places-to-go	249 ▲507%
16. /eat/p3?p=eat/	243 ▲312%
17. /pages/explore	200 ▲42%
18. /eat/p4?p=eat/	195 ▲290%
19. /places-to-go/p5?p=places-to-go	188 ▲506%
20. /events/dinosaurs-land-of-fire-and-ice-at-sam-no...	173 ▲41%

## Overview

32,564 ▲35%

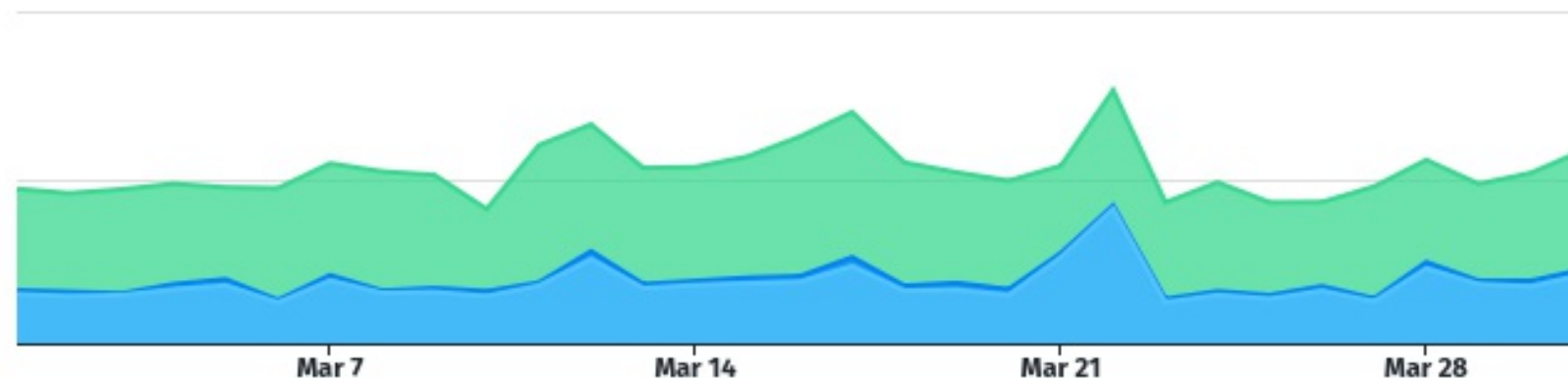
● PAGEVIEWS

11,934 ▲37%

● SESSIONS

10,679 ▲37%

● USERS



## Social Media Referrals

	SOCIAL NETWORK	SESSIONS
1.	Facebook	589 ▲367%
2.	Twitter	16 ▼52%
3.	Instagram	3

## Referral sites

	REFERRAL	SESSIONS
1.	m.facebook.com	391 ▲451%
2.	adspreview.simpli.fi	119 ▼15%
3.	lm.facebook.com	92 ▲318%
4.	l.facebook.com	85 ▲554%
5.	eastads.simpli.fi	69 ▼17%
6.	ou.edu	58 ▼16%
7.	westads.simpli.fi	33 ▲43%
8.	law.ou.edu	23
9.	facebook.com	21 ▲5%

## Top viewed pages

	PAGE	PAGEVIEWS
1.	/events/	2,307 ▲53%
2.	/	1,488 ▲10%
3.	/eat/	1,212 ▲24%
4.	/places-to-go	980 ▲12%
5.	/blog/top-things-to-do-while-in-norman-okla	671 ▲45%
6.	/places-to-go?venue_type=arts-culture	622 ▲43%
7.	/events/p2?p=events/	614 ▲73%
8.	/eat/p2?p=eat/	515 ▲25%
9.	/events/p4?p=events/	384 ▲68%
10.	/eat/p3?p=eat/	381 ▲17%
11.	/events/2022-medieval-fair	378
12.	/events/p3?p=events/	377 ▲75%
13.	/blog/st-patricks-day-in-norman	307
14.	/eat/p4?p=eat/	299 ▲21%
15.	/places-to-go/p2?p=places-to-go	295 ▲18%
16.	/events/norman-wine-festival-2022	284
17.	/stay/	262 ▼8%
18.	/eat/p5?p=eat/	254 ▲19%
19.	/places-to-go/national-weather-center	243 ▲37%
20.	/events/oconnells-irish-pub-grills-annual-st-patri...	241

Engagement overview

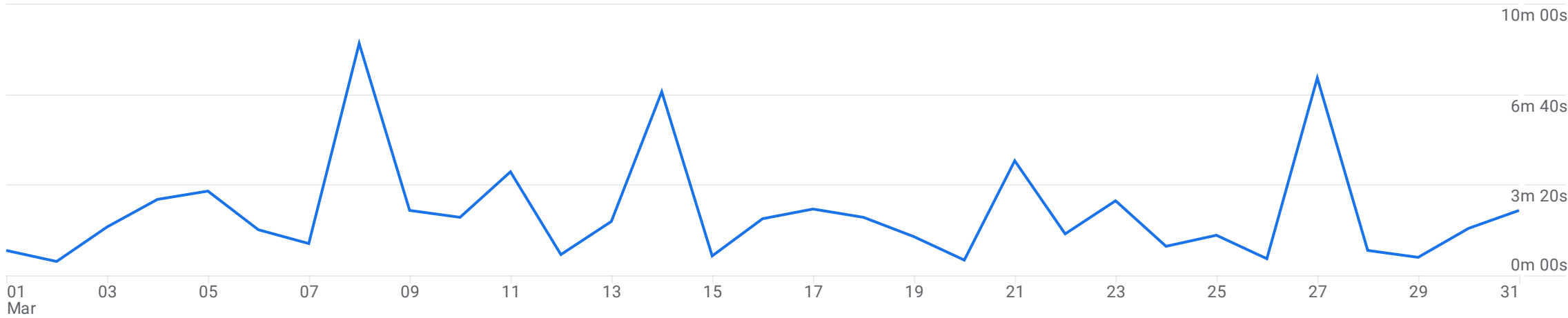
Custom Mar 1 - Mar 31, 2022

All Users Add comparison

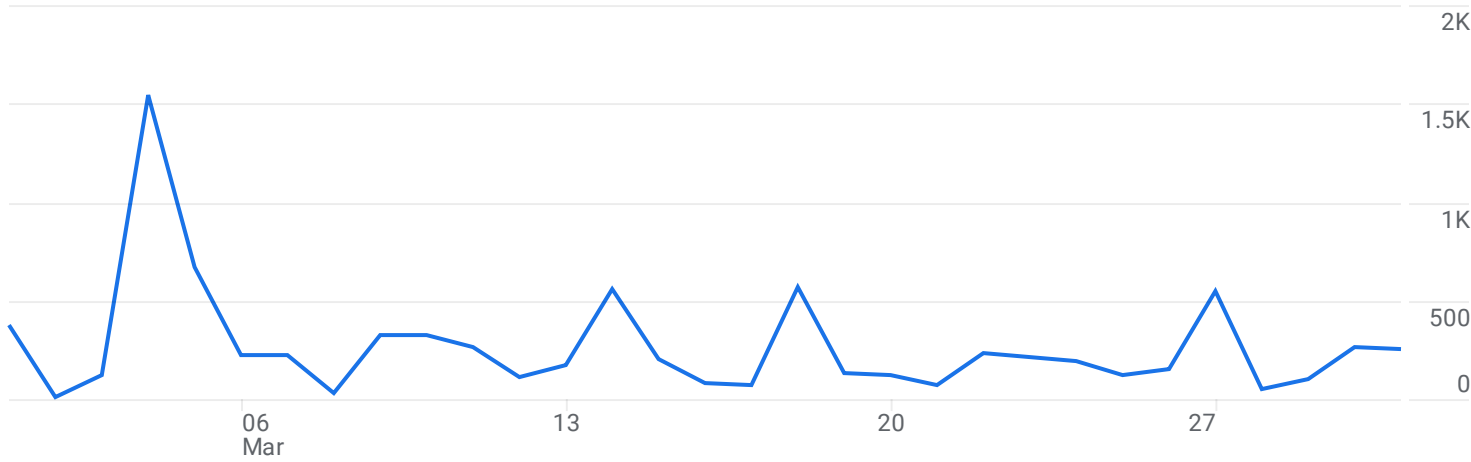
Average engagement time 3m 16s

Engaged sessions per user 1.4

Average engagement time per session 1m 53s



Views 1.6K Event count 8.3K



Event count by Event name

EVENT NAME	EVENT COUNT
<a href="#">user_engagement</a>	1.9K
<a href="#">screen_view</a>	1.6K
<a href="#">nav_action</a>	943
<a href="#">app_resume</a>	920
<a href="#">view_item_list</a>	889
<a href="#">view_item</a>	564
<a href="#">app_error</a>	407

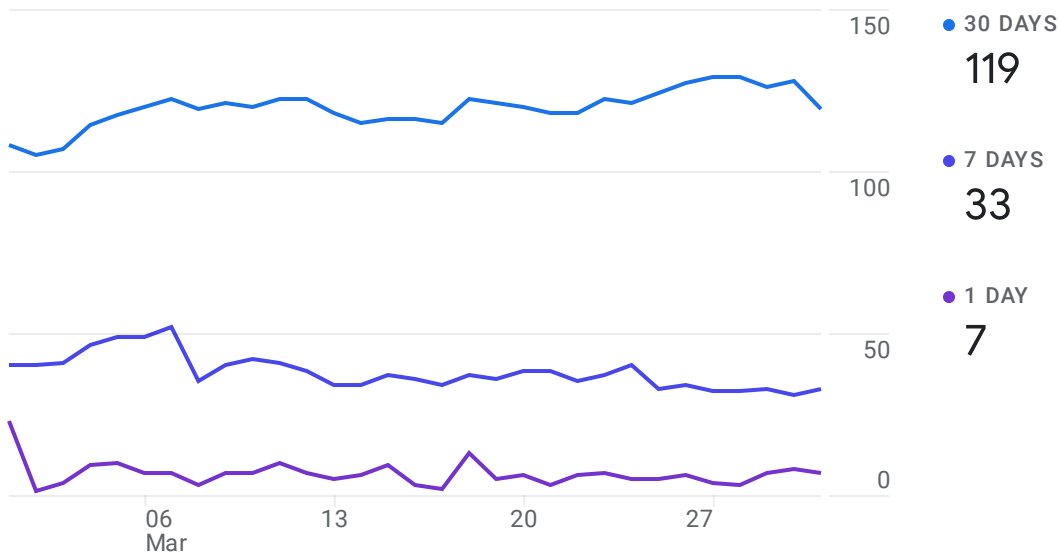
[View events](#)

Views by Page title and screen class

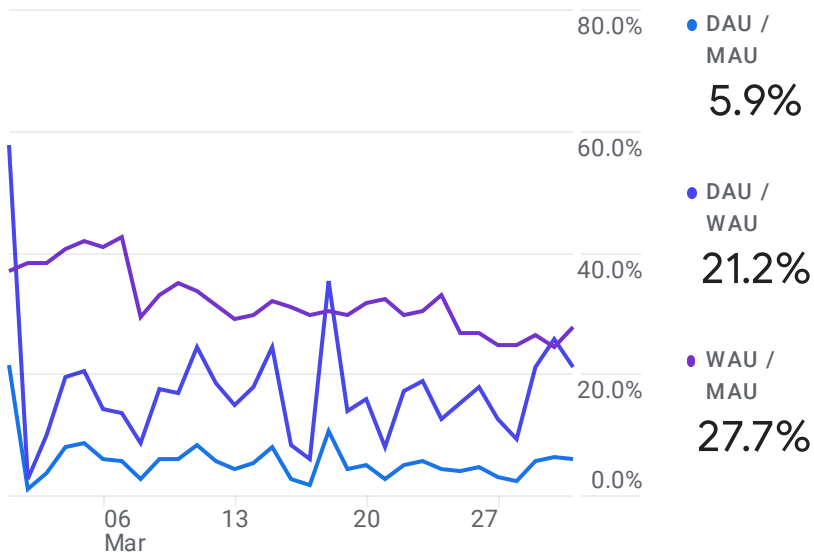
PAGE TITLE AND SCREEN CLASS	VIEWS
UIViewController	206
Play	198
Eat	126
MainActivity	63
Events	56
Family Entertainment	37
All	33

View pages and screens →

User activity over time



User stickiness







**Digital Media Specialist report  
March 2022**

Instagram: 9,017

Facebook: 33,602

Twitter: 2,197

**Content posted/ Content captured:**

Earth Café, Press and Plow, Pickleman's, Panera Study spot, Rainy day vibes, Beanstalk Coffee, Surf Bar, Building Dedication, The diner, El Huevo

**Instagram & Facebook impressions**

*\*Reels continue to gain views past reporting dates\**



April 2022  
Creator Monthly

## VisitNorman, here's how your channel did last month

0

NEW SUBSCRIBERS

16.2K

TOTAL VIEWS

39K

MINUTES WATCHED

Celebrate your channel success with your fans and community who encourage you by taking a screenshot and sharing your stats on social using #MyMonthOnYouTube